

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-6 (canceled)

1 Claim 7 (previously presented): The computer-implemented method
2 of claim 73 wherein the act of providing the at least one of the
3 (A) one or more terms and (B) one or more phrases as ad
4 information stored in association with the ad includes
5 populating at least some content of the creative information of
6 the ad.

1 Claim 8 (previously presented): The computer-implemented method
2 of claim 73 wherein the act of providing the at least one of the
3 (A) one or more terms and (B) one or more phrases as ad
4 information stored in association with the ad includes
5 suggesting at least some content of the creative information of
6 the ad to an advertiser.

1 Claim 9 (currently amended): A computer-implemented method
2 comprising:

- 3 a) receiving, by a computer system including at least one
4 computer, a search query;
- 5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document associated with a domain
9 identifier such that when a user selects a search result,
10 the linked document is provided to the user;
- 11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;

13 d) storing, by the computer system in response to the
14 received user selection of the one of the plurality of
15 search results, an association of the domain identifier of
16 the linked document and information of the search query;
17 e) repeating acts (a) through (d) for a plurality of
18 search queries, each of the plurality of search queries
19 being associated with a selected search result, such that
20 the computer system stores a plurality of associations of
21 domain identifiers and information of search queries,
22 wherein the plurality of search queries may include
23 repeated search queries and distinct search queries,
24 wherein the search queries may be from the same user or
25 from different users, and wherein the plurality of selected
26 search results may include repeated selected search results
27 and distinct selected search results;
28 f) aggregating, by the computer system, stored
29 associations of domain identifiers and information of
30 search queries to generate a set of aggregated domain
31 identifier-to-search query information associations;
32 g) storing, by the computer system, the set of aggregated
33 domain identifier-to-search query information associations,
34 wherein the search query information includes at least one
35 of (A) one or more terms and (B) one or more phrases
36 extracted from the search query;
37 h) accepting, by the computer system and as an advertiser
38 input of an advertiser, [[the]] a domain identifier;
39 i) obtaining, by the computer system using the accepted
40 domain identifier, at least one of the (A) one or more
41 terms and (B) one or more phrases from the stored set of
42 aggregated domain identifier-to-search query information
43 associations;

44 j) providing, by the computer system, the obtained at
45 least one of the (A) one or more terms and (B) one or more
46 phrases as ad targeting information stored in association
47 with an ad of the advertiser, wherein the ad has a landing
48 page document, and wherein the landing page document
49 belongs to a domain identified by the domain identifier
50 accepted as the advertiser input; and
51 k) controlling, by the computer system, a serving of the
52 ad using the at least one of the (A) one or more terms and
53 (B) one or more phrases, stored in association with the ad
54 as the ad targeting information.

1 Claim 10 (previously presented): The computer-implemented
2 method of claim 9 wherein the landing page document is a Web
3 page, and wherein the domain is a Website which includes the Web
4 page.

1 Claim 11 (previously presented): The computer-implemented
2 method of claim 10 wherein the domain identifier is a universal
3 resource locator.

1 Claim 12 (previously presented): The computer-implemented
2 method of claim 9 wherein the act of using the accepted domain
3 identifier to obtain at least one of the (A) one or more terms
4 and (B) one or more phrases uses the stored set of aggregated
5 domain identifier-to-search query information including the user
6 selection of the one of the plurality of search results.

1 Claim 13 (previously presented): The computer-implemented
2 method of claim 9 wherein the act of providing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad

4 information for the ad includes populating the targeting
5 information of the ad with at least a keyword.

1 Claim 14 (previously presented): The computer-implemented
2 method of claim 9 wherein the act of providing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad
4 information for the ad includes suggesting the targeting
5 information with at least a keyword to an advertiser.

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 74 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as the
4 targeting information in association with the ad includes
5 populating at least some content of the creative information of
6 the ad.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 74 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as the
4 targeting information in association with the ad includes
5 suggesting at least some content of the creative information of
6 the ad to an advertiser.

1 Claim 17 (currently amended): A computer-implemented method
2 comprising:

3 a) receiving, by a computer system including at least one
4 computer, a search query;
5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document such that when a user

9 selects a search result, the linked document is provided to
10 the user;
11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;
13 d) storing, by the computer system in response to the
14 received user selection of the one of the plurality of
15 search results, an association of a document identifier of
16 the linked document and information of the search query;
17 e) repeating acts (a) through (d) for a plurality of
18 search queries, each of the plurality of search queries
19 being associated with a selected search result, such that
20 the computer system stores a plurality of associations of
21 document identifiers and information of search queries,
22 wherein the plurality of search queries may include
23 repeated search queries and distinct search queries,
24 wherein the search queries may be from the same user or
25 from different users, and wherein the plurality of selected
26 search results may include repeated selected search results
27 and distinct selected search results;
28 f) aggregating, by the computer system, stored
29 associations of document identifiers and information of
30 search queries to generate a set of aggregated document
31 identifier-to-search query information associations;
32 g) storing, by the computer system, the set of aggregated
33 document identifier-to-search query information
34 associations, wherein the search query information includes
35 at least one of (A) one or more terms and (B) one or more
36 phrases extracted from the search query;
37 h) accepting, by the computer system and as an advertiser
38 input of an advertiser, [[the]] a document identifier;
39 i) obtaining, by the computer system using the accepted
40 document identifier, at least one of the (A) one or more

41 terms and (B) one or more phrases from the stored set of
42 aggregated document identifier-to-search query information
43 associations;
44 j) storing, by the computer system, the obtained at least
45 one of the (A) one or more terms and (B) one or more
46 phrases as ad targeting information in association with an
47 ad of the advertiser, wherein the ad has a landing page
48 document provided to a user in response to a user selection
49 of the ad, and wherein the landing page document
50 corresponds to the document identifier accepted as the
51 advertiser input; and
52 k) controlling, by the computer system, a serving of the
53 ad using the at least one of the (A) one or more terms and
54 (B) one or more phrases, stored in association with the ad
55 as the ad targeting information.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 17 wherein the association of the document
3 identifier of the linked document with the search query
4 information includes at least one of (A) one or more pairs of
5 term and term count and (B) one or more pairs of phrase and
6 phrase count.

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 18 wherein the linked document is a Web page.

1 Claim 20 (previously presented): The computer-implemented
2 method of claim 18 wherein the document identifier is a
3 universal resource locator.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 17 wherein the search query information of the

3 linked document is associated with a domain identifier, and
4 wherein a domain of the domain identifier includes the linked
5 document.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 21 wherein the linked document is a Web page and
3 wherein the domain of the domain identifier is a Website.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 17 wherein the search query information includes
3 at least two of (A) one or more terms and (B) one or more
4 phrases.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 17 wherein the search query information includes
3 at least one of (A) one or more pairs of term and term count and
4 (B) one or more pairs of phrase and phrase count.

Claim 25 (canceled)

1 Claim 26 (previously presented): The computer-implemented
2 method of claim 17 wherein the linked document is a Web page.

1 Claim 27 (previously presented): The computer-implemented
2 method of claim 26 wherein the document identifier is a
3 universal resource locator.

1 Claim 28 (previously presented): The computer-implemented
2 method of claim 17 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad
4 information for the ad includes populating the targeting
5 information of the ad with at least a keyword.

1 Claim 29 (previously presented): The computer-implemented
2 method of claim 17 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad
4 information for the ad includes suggesting the targeting
5 information with at least a keyword to an advertiser.

1 Claim 30 (previously presented): The computer-implemented
2 method of claim 17 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad
4 information for the ad includes populating at least some content
5 of a creative of the ad.

1 Claim 31 (previously presented): The computer-implemented
2 method of claim 17 wherein the act of storing the at least one
3 of the (A) one or more terms and (B) one or more phrases as ad
4 information for the ad includes suggesting at least some content
5 of a creative of the ad to an advertiser.

Claims 32 - 47 (canceled)

1 Claim 48 (previously presented): The apparatus of claim 75
2 wherein the act of providing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information in
4 association with the ad includes populating at least some
5 content of the creative information of the ad.

1 Claim 49 (previously presented): The apparatus of claim 75
2 wherein the act of providing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information in
4 association with the ad includes suggesting at least some
5 content of the creative information of the ad to an advertiser.

1 Claim 50 (currently amended): Apparatus comprising:

2 a) at least one processor;

3 b) an input; and

4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including

7 1) generating, in response to the received search
8 query, a document including a plurality of search
9 results, each of the plurality of search results being
10 linked to a linked document associated with a domain
11 identifier such that when a user selects a search
12 result, the linked document is provided to the user,

13 2) receiving a user selection of one of the plurality
14 of search results,

15 3) storing, in response to the received user
16 selection of the one of the plurality of search
17 results, an association of the domain identifier of
18 the linked document and information of the search
19 query,

20 4) repeating acts (1) through (4) for a plurality of
21 search queries, each of the plurality of search
22 queries being associated with a selected search
23 result, such that the computer system stores a
24 plurality of associations of domain identifiers and
25 information of search queries, wherein the plurality
26 of search queries may include repeated search queries
27 and distinct search queries, wherein the search
28 queries may be from the same user or from different
29 users, and wherein the plurality of selected search
30 results may include repeated selected search results
31 and distinct selected search results,

32 5) aggregating stored associations of domain
33 identifiers and information of search queries to
34 generate a set of aggregated domain identifier-to-
35 search query information associations,
36 6) storing the set of aggregated domain identifier-
37 to-search query information associations, wherein the
38 search query information includes at least one of (A)
39 one or more terms and (B) one or more phrases
40 extracted from the search query,
41 7) accepting, as an advertiser input of an
42 advertiser, [[the]] a domain identifier,
43 8) obtaining at least one of the (A) one or more
44 terms and (B) one or more phrases from the stored set
45 of aggregated domain identifier-to-search query
46 information associations, using the accepted domain
47 identifier,
48 9) providing the obtained at least one of the (A) one
49 or more terms and (B) one or more phrases as ad
50 targeting information in association with an ad of the
51 advertiser, wherein the ad has a landing page
52 document, and wherein the landing page document
53 belongs to a domain identified by the domain
54 identifier accepted as the advertiser input, and
55 10) controlling a serving of the ad using the at
56 least one of the (A) one or more terms and (B) one or
57 more phrases, stored in association with the ad as the
58 ad targeting information.

1 Claim 51 (previously presented): The apparatus of claim 50
2 wherein the landing page document is a Web page, and wherein the
3 domain is a Website which includes the Web page.

1 Claim 52 (original): The apparatus of claim 51 wherein the
2 domain identifier is a universal resource locator.

1 Claim 53 (previously presented): The apparatus of claim 50
2 wherein the act of obtaining at least one of the (A) one or more
3 terms and (B) one or more phrases, uses the stored set of
4 aggregated domain identifier-to-search query information
5 including the user selection of the one of the plurality of
6 search results.

1 Claim 54 (previously presented): The apparatus of claim 50
2 wherein the act of providing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes populating the targeting information of the ad with
5 at least a keyword.

1 Claim 55 (previously presented): The apparatus of claim 50
2 wherein the act of providing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes suggesting targeting information with at least a
5 keyword to an advertiser.

1 Claim 56 (previously presented): The apparatus of claim 76
2 wherein the act of storing the at least one of the (A) one or
3 more terms and (B) one or more phrases as the targeting
4 information for the ad includes populating at least some content
5 of the creative information of the ad.

1 Claim 57 (previously presented): The apparatus of claim 76
2 wherein the act of providing the obtained at least one of (A)
3 one or more terms and (B) one or more phrases as ad information

4 for an ad includes suggesting at least some content of a
5 creative of the ad to an advertiser.

1 Claim 58 (currently amended): Apparatus comprising:
2 a) at least one processor;
3 b) an input; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 1) receiving a search query,
8 2) generating, in response to the received search
9 query, a document including a plurality of search
10 results, each of the plurality of search results being
11 linked to a linked document such that when a user
12 selects a search result, the linked document is
13 provided to the user,
14 3) receiving a user selection of one of the plurality
15 of search results,
16 4) storing, in response to the received user
17 selection of the one of the plurality of search
18 results, an association of a document identifier of
19 the linked document and information of the search
20 query,
21 5) repeating acts (1) through (4) for a plurality of
22 search queries, each of the plurality of search
23 queries being associated with a selected search
24 result, such that the computer system stores a
25 plurality of associations of document identifiers and
26 information of search queries, wherein the plurality
27 of search queries may include repeated search queries
28 and distinct search queries, wherein the search
29 queries may be from the same user or from different

30 users, and wherein the plurality of selected search
31 results may include repeated selected search results
32 and distinct selected search results,
33 6) aggregating stored associations of document
34 identifiers and information of search queries to
35 generate a set of aggregated document
36 identifier-to-search query information associations,
37 7) storing the set of aggregated document identifier-
38 to-search query information associations, wherein the
39 search query information includes at least one of (A)
40 one or more terms and (B) one or more phrases
41 extracted from the search query,
42 8) accepting as an advertiser input of an advertiser,
43 [[the]] a document identifier,
44 9) obtaining, using the accepted document identifier,
45 at least one of the (A) one or more terms and (B) one
46 or more phrases from the stored set of aggregated
47 document identifier-to-search query information
48 associations,
49 10) storing the obtained at least one of the (A) one
50 or more terms and (B) one or more phrases as ad
51 targeting information in association with an ad of the
52 advertiser, wherein the ad has a landing page document
53 provided to a user in response to a user selection of
54 the ad, and wherein the landing page document
55 corresponds to the document identifier accepted as the
56 advertiser input, and
57 11) controlling a serving of the ad using the at
58 least one of the (A) one or more terms and (B) one or
59 more phrases, stored in association with the ad as the
60 ad targeting information.

1 Claim 59 (previously presented): The apparatus of claim 58
2 wherein the association of the document identifier of the linked
3 document with the search query information includes at least one
4 of (A) one or more pairs of term and term count and (B) one or
5 more pairs of phrase and phrase count.

1 Claim 60 (previously presented): The apparatus of claim 59
2 wherein the linked document is a Web page.

1 Claim 61 (original): The apparatus of claim 59 wherein the
2 document identifier is a universal resource locator.

1 Claim 62 (previously presented): The apparatus of claim 58
2 wherein the search query information of the linked document is
3 associated with a domain identifier, and wherein a domain of the
4 domain identifier includes the linked document.

1 Claim 63 (previously presented): The apparatus of claim 62
2 wherein the linked document is a Web page and wherein the domain
3 of the domain identifier is a Website.

1 Claim 64 (previously presented): The apparatus of claim 58
2 wherein the search query information includes at least two of
3 the (A) one or more terms and (B) one or more phrases.

1 Claim 65 (previously presented): The apparatus of claim 58
2 wherein the search query information includes at least one of
3 (A) one or more pairs of term and term count and (B) one or more
4 pairs of phrase and phrase count.

Claim 66 (canceled)

1 Claim 67 (previously presented): The apparatus of claim 58
2 wherein the linked document is a Web page.

1 Claim 68 (original): The apparatus of claim 67 wherein the
2 document identifier is a universal resource locator.

1 Claim 69 (previously presented): The apparatus of claim 58
2 wherein the act of storing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes populating the targeting information of the ad with
5 at least a keyword.

1 Claim 70 (previously presented): The apparatus of claim 58
2 wherein the act of storing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes suggesting the targeting information with at least a
5 keyword to an advertiser.

1 Claim 71 (previously presented): The apparatus of claim 58
2 wherein the act of storing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes populating at least some content of the creative
5 information of the ad.

1 Claim 72 (previously presented): The apparatus of claim 58
2 wherein the act of storing the at least one of the (A) one or
3 more terms and (B) one or more phrases as ad information for the
4 ad includes suggesting at least some content of the creative
5 information of the ad to an advertiser.

1 Claim 73 (currently amended): A computer-implemented method
2 comprising:

- 3 a) receiving, by a computer system including at least one
4 computer, a search query;
- 5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document associated with a domain
9 identifier such that when a user selects a search result,
10 the linked document is provided to the user;
- 11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;
- 13 d) storing, by the computer system in response to the
14 received user selection of the one of the plurality of
15 search results, an association of the domain identifier of
16 the linked document and information of the search query;
- 17 e) repeating acts (a) through (d) for a plurality of
18 search queries, each of the plurality of search queries
19 being associated with a selected search result, such that
20 the computer system stores a plurality of associations of
21 domain identifiers and information of search queries,
22 wherein the plurality of search queries may include
23 repeated search queries and distinct search queries,
24 wherein the search queries may be from the same user or
25 from different users, and wherein the plurality of selected
26 search results may include repeated selected search results
27 and distinct selected search results;
- 28 f) aggregating, by the computer system, stored
29 associations of domain identifiers and information of
30 search queries to generate a set of aggregated domain
31 identifier-to-search query information associations;
- 32 g) storing, by the computer system, the set of aggregated
33 domain identifier-to-search query information associations,
34 wherein the search query information includes at least one

35 of (A) one or more terms and (B) one or more phrases
36 extracted from the search query;
37 h) accepting, by the computer system and as an advertiser
38 input of an advertiser, [[the]] a domain identifier;
39 i) obtaining, by the computer system using the accepted
40 domain identifier, at least one of the (A) one or more
41 terms and (B) one or more phrases from the stored set of
42 aggregated domain identifier-to-search query information
43 associations;
44 j) providing, by the computer system, the obtained at
45 least one of the (A) one or more terms and (B) one or more
46 phrases as ad information stored in association with an ad
47 of the advertiser, wherein the ad has a landing page
48 document, and wherein the landing page document belongs to
49 a domain identified by the domain identifier accepted as
50 the advertiser input;
51 k) generating, by the computer system, creative
52 information of the ad using the at least one of the (A) one
53 or more terms and (B) one or more phrases as content of the
54 ad; and
55 l) serving, by the computer system, the generated creative
56 information of the ad to induce rendering of the creative
57 information of the ad on a client device.

1 Claim 74 (currently amended): A computer-implemented method
2 comprising:
3 a) receiving, by a computer system including at least one
4 computer, a search query;
5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document such that when a user

9 selects a search result, the linked document is provided to
10 the user;
11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;
13 d) storing, by the computer system in response to the
14 received user selection of the one of the plurality of
15 search results, an association of a document identifier of
16 the linked document and information of the search query;
17 e) repeating acts (a) through (d) for a plurality of
18 search queries, each of the plurality of search queries
19 being associated with a selected search result, such that
20 the computer system stores a plurality of associations of
21 document identifiers and information of search queries,
22 wherein the plurality of search queries may include
23 repeated search queries and distinct search queries,
24 wherein the search queries may be from the same user or
25 from different users, and wherein the plurality of selected
26 search results may include repeated selected search results
27 and distinct selected search results;
28 f) aggregating, by the computer system, stored
29 associations of document identifiers and information of
30 search queries to generate a set of aggregated document
31 identifier-to-search query information associations;
32 g) storing, by the computer system, the set of aggregated
33 document identifier-to-search query information
34 associations, wherein the search query information includes
35 at least one of (A) one or more terms and (B) one or more
36 phrases extracted from the search query;
37 h) accepting, by the computer system and as an advertiser
38 input of an advertiser, [[the]] a document identifier;
39 i) obtaining, by the computer system using the accepted
40 document identifier, at least one of the (A) one or more

41 terms and (B) one or more phrases from the stored set of
42 aggregated document identifier-to-search query information
43 associations;
44 j) storing, by the computer system, the obtained at least
45 one of the (A) one or more terms and (B) one or more
46 phrases as [[targeting]] ad information in association with
47 an ad of the advertiser, wherein the ad has a landing page
48 document provided to a user in response to a user selection
49 of the ad, and wherein the landing page document
50 corresponds to the document identifier accepted as the
51 advertiser input;
52 k) generating, by the computer system, creative
53 information of the ad using the obtained at least one of
54 (A) one or more terms and (B) one or more phrases as
55 content of the ad; and
56 l) serving, by the computer system, the generated creative
57 information of the ad to induce rendering of the creative
58 information of the ad on a client device.

1 Claim 75 (currently amended): Apparatus comprising:
2 a) at least one processor;
3 b) at least an input for receiving a search query; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 1) generating, in response to the received search
8 query, a document including a plurality of search
9 results, each of the plurality of search results being
10 linked to a linked document associated with a domain
11 identifier such that when a user selects a search
12 result, the linked document is provided to the user,

13 2) receiving a user selection of one of the plurality
14 of search results,
15 3) storing, in response to the received user
16 selection of the one of the plurality of search
17 results, an association of the domain identifier of
18 the linked document and information of the search
19 query,
20 4) repeating acts (1) through (3), for a plurality of
21 search queries, each of the plurality of search
22 queries being associated with a selected search
23 result, such that the computer system stores a
24 plurality of associations of domain identifiers and
25 information of search queries, wherein the plurality
26 of search queries may include repeated search queries
27 and distinct search queries, wherein the search
28 queries may be from the same user or from different
29 users, and wherein the plurality of selected search
30 results may include repeated selected search results
31 and distinct selected search results,
32 5) aggregating stored associations of domain
33 identifiers and information of search queries to
34 generate a set of aggregated domain identifier-to-
35 search query information associations,
36 6) storing the set of aggregated domain identifier-
37 to-search query information associations, wherein the
38 search query information includes at least one of (A)
39 one or more terms and (B) one or more phrases
40 extracted from the search query,
41 7) accepting, as an advertiser input of an
42 advertiser, [[the]] a domain identifier,
43 8) obtaining at least one of the (A) one or more
44 terms and (B) one or more phrases from the stored set

45 of aggregated domain identifier-to-search query
46 information associations, using the accepted domain
47 identifier accepted as the advertiser input,
48 9) providing the obtained at least one of the (A) one
49 or more terms and (B) one or more phrases as ad
50 information in association with an ad of the
51 advertiser, wherein the ad has a landing page
52 document, and wherein the landing page document
53 belongs to a domain identified by the domain
54 identifier,
55 10) generating creative information of the ad using
56 the obtained at least one of (A) one or more terms and
57 (B) one or more phrases as content of the ad, and
58 11) serving the generated creative information of the
59 ad to induce rendering of the creative information of
60 the ad on a client device.

1 Claim 76 (currently amended): Apparatus comprising:
2 a) at least one processor;
3 b) at least an input; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 1) receiving a search query,
8 2) generating, in response to the received search
9 query, a document including a plurality of search
10 results, each of the plurality of search results being
11 linked to a linked document such that when a user
12 selects a search result, the linked document is
13 provided to the user,
14 3) receiving a user selection of one of the plurality
15 of search results,

16 4) storing, in response to the received user
17 selection of the one of the plurality of search
18 results, an association of a document identifier of
19 the linked document and information of the search
20 query,

21 5) repeating acts (1) through (4) for a plurality of
22 search queries, each of the plurality of search
23 queries being associated with a selected search result
24 such that the computer system stores a plurality of
25 associations of document identifiers and information
26 of search queries, wherein the plurality of search
27 queries may include repeated search queries and
28 distinct search queries, wherein the search queries
29 may be from the same user or from different users, and
30 wherein the plurality of selected search results may
31 include repeated selected search results and distinct
32 selected search results,

33 6) aggregating stored associations of document
34 identifiers and information of search queries to
35 generate a set of aggregated document identifier to
36 search query information associations,

37 7) storing the set of aggregated document identifier-
38 to-search query information associations, wherein the
39 search query information includes at least one of (A)
40 one or more terms and (B) one or more phrases
41 extracted from the search query,

42 8) accepting as an advertiser input of an advertiser,
43 [[the]] a document identifier,

44 9) obtaining, using the [[accepted]] document
45 identifier accepted as advertiser input, at least one
46 of the (A) one or more terms and (B) one or more

47 phrases from the stored set of aggregated document
48 identifier-to-search query information associations,
49 10) storing the obtained at least one of the (A) one
50 or more terms and (B) one or more phrases as ad
51 [[targeting]] information in association with an ad of
52 the advertiser, wherein the ad has a landing page
53 document provided to a user in response to a user
54 selection of the ad, and wherein the landing page
55 document corresponds to the document identifier,
56 11) generating creative information of the ad using
57 the obtained at least one of (A) one or more terms and
58 (B) one or more phrases as content of the ad, and
59 12) serving the generated creative information of the
60 ad to induce rendering of the creative information of
61 the ad on a client device.

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